



WUTR
201 Humboldt Street
Rochester, NY 14610

Normal Communications
Thomas A. Costa
39 State Street, Suite 110
Rochester, NY 14614

Contract # 1445760

Schedule Dates 10/11/16-10/17/16
Advertiser John Salka/Assembly 121 St/Republican/NY (8411
Agency Normal Communications (13626)
Product Political - Candidate Other (1066)
Brand SALKA/ ASSEMBLY 121/NY (566985)
Salesperson Utica, House (1386)
Sales Office Utica
Buyer Name
Phone/Fax /
CPE N/A
Account Types Local/Political
Billing Type Standard
Comments

Date Entered 10/10/16
Last Modified 10/10/16
Entered By Julie Orilio
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$507.00
Net Total \$2,873.00
Sales Tax

Utica (WUTR)

By Broadcast Month	Spots	Rate
Oct. 2016	48	\$3,380.00
Grand Total:	48	\$3,380.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/11/16-10/14/16	3	:30	5A- ABC Morning News			1	1	1	1			4	\$10.00	\$40.00	Utica (WUTR)		10/10/16
2.0	Normal Line / SPOT	10/11/16-10/14/16	3	:30	7A- Good Morning America			1	1	1	1			4	\$35.00	\$140.00	Utica (WUTR)		10/10/16
3.0	Normal Line / SPOT	10/11/16-10/14/16	3	:30	9A- Live! With Kelly & Michael			1	1	1	1			4	\$25.00	\$100.00	Utica (WUTR)		10/10/16
4.0	Normal Line / SPOT	10/11/16-10/14/16	3	:30	10A- The Doctors			1	1	1	1			4	\$20.00	\$80.00	Utica (WUTR)		10/10/16
5.0	Normal Line / SPOT	10/11/16-10/14/16	3	:30	3P- Harry 3P			1	1	1	1			4	\$30.00	\$120.00	Utica (WUTR)		10/10/16
6.0	Normal Line / SPOT	10/11/16-10/14/16	3	:30	4P- Steve Harvey			1	1	1	1			4	\$40.00	\$160.00	Utica (WUTR)		10/10/16
7.0	Normal Line / SPOT	10/11/16-10/14/16	3	:30	5P- Ellen			1	1	1	1			4	\$50.00	\$200.00	Utica (WUTR)		10/10/16
8.0	Normal Line / SPOT	10/11/16-10/14/16	3	:30	5:58P- WUTR Eyewitness News at 6			1	1	1	1			4	\$65.00	\$260.00	Utica (WUTR)		10/10/16
9.0	Normal Line / SPOT	10/11/16-10/14/16	3	:30	6:30P- ABC World News Tonight	3		X	X	X	X			3	\$150.00	\$450.00	Utica (WUTR)		10/10/16
10.0	Normal Line / SPOT	10/11/16-10/14/16	3	:30	11:35P- Jimmy Kimmel Live	4		X	X	X	X			4	\$20.00	\$80.00	Utica (WUTR)		10/10/16
11.0	Normal Line / SPOT	10/17/16-10/17/16	3	:30	7:57P- Dancing with the Stars		1							1	\$350.00	\$350.00	Utica (WUTR)		10/10/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------

See the back of this document for Advertising Contract Terms and Conditions



WUTR
201 Humboldt Street
Rochester, NY 14610

Normal Communications
Thomas A. Costa
39 State Street, Suite 110
Rochester, NY 14614

Contract # 1445760

Schedule Dates 10/11/16-10/17/16
Advertiser John Salka/Assembly 121 St/Republican/NY (8411
Agency Normal Communications (13626)
Product Political - Candidate Other (1066)
Brand SALKA/ ASSEMBLY 121/NY (566985)
Salesperson Utica, House (1386)
Sales Office Utica
Buyer Name
Phone/Fax /
CPE N/A
Account Types Local/Political
Billing Type Standard
Comments

Date Entered 10/10/16
Last Modified 10/10/16
Entered By Julie Orilio
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$507.00
Net Total \$2,873.00
Sales Tax

Utica (WUTR)

By Broadcast Month	Spots	Rate
Oct. 2016	48	\$3,380.00
Grand Total:	48	\$3,380.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / SPOT	10/11/16-10/11/16	3	:30	8P- 10P (EST)			1						1	\$275.00	\$275.00	Utica (WUTR)	DWTS	10/10/16
13.0	Normal Line / SPOT	10/13/16-10/13/16	3	:30	7:57P- Grey's Anatomy					1				1	\$250.00	\$250.00	Utica (WUTR)		10/10/16
14.0	Normal Line / SPOT	10/14/16-10/14/16	3	:30	10P- 20/20						1			1	\$150.00	\$150.00	Utica (WUTR)		10/10/16
15.0	Normal Line / SPOT	10/15/16-10/15/16	3	:30	8P- Saturday Night Football							1		1	\$150.00	\$150.00	Utica (WUTR)		10/10/16
16.0	Normal Line / SPOT	10/16/16-10/16/16	3	:30	7P- America's Funniest Home Videos								1	1	\$225.00	\$225.00	Utica (WUTR)		10/10/16
17.0	Normal Line / SPOT	10/16/16-10/16/16	3	:30	10P- Quantico								1	1	\$250.00	\$250.00	Utica (WUTR)		10/10/16
18.0	Normal Line / SPOT	10/16/16-10/16/16	3	:30	9A- This Week								1	1	\$25.00	\$25.00	Utica (WUTR)		10/10/16
19.0	Normal Line / SPOT	10/16/16-10/16/16	3	:30	6:30P- World News								1	1	\$75.00	\$75.00	Utica (WUTR)		10/10/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

See the back of this document for Advertising Contract Terms and Conditions